

# Yinka Rowland

| [yinka.rowland1@gmail.com](mailto:yinka.rowland1@gmail.com)

## Professional Summary

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Communications and marketing professional with hands-on experience supporting brand messaging, content development, and multi-channel campaigns. Skilled in coordinating content, engaging audiences across platforms, and using performance insights to refine messaging. Known for being collaborative, detail-oriented, and focused on clear, measurable outcomes.

## Core Skills

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- Digital marketing & social media strategy
- Content creation, copywriting & editing
- Brand development & messaging
- Public relations & media outreach

## Campaign planning & project management

## Education

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**Thompson Rivers University (TRU)** — Kamloops, BC  
Bachelor of Arts, Communications  
*Expected Graduation: April 2026*

Relevant Coursework: Marketing Communication, Organisational Communication, Leadership & Team Dynamics, Event Planning, Research Methods

- Applied communication theory and research methods to analyse audience behaviour, messaging effectiveness, and team coordination in academic projects.

## Professional Experience

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### Outreach & Lead Generation Specialist

**Pitch Perfect Solutions** | Mar 2024 – Aug 2024

- Conducted high-volume outbound outreach, clearly communicating value propositions, onboarding steps, and next actions to prospective clients.
  - Maintained accurate and confidential CRM records to support follow-ups, reporting, and data integrity.
  - Worked in a target-driven environment, adapting messaging based on performance feedback and call outcomes.
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## **Sales & Marketing Representative**

**Global Faces Marketing** | May 2022 – Aug 2022

- Represented brands through in-person consumer engagement and field marketing initiatives.
  - Planned daily activity routes and engagement goals to meet performance targets.
  - Recorded activity outcomes and contributed insights to team lead updates.
  - Strengthened persuasive communication, resilience, and teamwork in a fast-paced commercial environment.
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## **Marketing & Events Assistant**

**Afro-Caribbean Student Association (ACSA), TRU** | Sept 2023 – Apr 2026

- Coordinated logistics and on-site execution for campus events and offline activations, supporting strong attendance and positive participant experience.
- Created promotional materials, internal presentations, and digital content to support marketing initiatives.
- Scheduled volunteers, managed communications, and tracked tasks to ensure smooth event delivery.

**Key Skills:** event coordination • campaign support • content creation • scheduling • stakeholder communication

## **PROJECT & ACADEMIC EXPERIENCE**

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- Contributed to academic projects focused on marketing communication, audience analysis, and consumer engagement.
- Developed structured proposals, reports, and presentations using qualitative insights and basic data interpretation.
- Analysed messaging effectiveness and consumer touchpoints across offline and digital contexts.